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MAD

No. 309

MARCH 1992

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MAD

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4
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MAD

"Nowadays, men of so-called Presidential timber are mostly bark!"
—Alfred E. Neuman

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BACK COVER WRITERS: WILLIAM T. RASCHENDORFER AND ANDREW J. SCHWARTZBERG

MAD (ISSN 0024-9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$13.75 or 24 issues \$33.75 or 40 issues \$53.75. Outside U.S.A. (including Canada): 8 issues \$18.75 or 24 issues \$46.75 or 40 issues \$74.75. (Canadian price has GST tax included.) Entire contents copyright © 1991 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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VITAL FEATURES

"BEVERLY
HILLS
911"
(A MAD TV
SATIRE)
Pg. 4



**DRAMA
ON
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9**
(PAGE NUMBER
UNAVAILABLE
AT PRESS TIME)

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**A
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"QUANDARY
HEAP"
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AN EXCITING NEW SUBSCRIPTION OFFER

EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Huggenbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

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This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

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LETTERS AND TOMATOES DEPT.



HIT OR MYTH

In MAD #306's "The Startling Similarities Between Ancient Mythology and Modern Rock" you said the Phoenix was a Greek or Roman mythological bird. WRONG!! Anyone with an apex of intelligence knows that it was Egyptian!

Luis Carlos Vargas
Barranquilla, Colombia

Señor Vargas—you're right! As a bonus for pointing out our mistake about the Phoenix, we're giving you the bird!—Ed.

MORON MAIL

You incompetent imbeciles! Here's a little quiz: How many fingers are on the right hand of a human being? If you answered 11 you're wrong, because that's how many you put on the sex-hungry teenager in MAD #307's "If Your Home Life Was Reported the Same Way as the Evening News!"

Steven Grunthal
Chappaqua, NY

Steve—as long as you're giving quizzes, here's a little brain tickler for you: If a tree fell in the forest and hit you in the head, would anybody care??—Ed.

LETTING THE CAT OUT OF THE MAG

On the letters page of MAD #307, we asked our readers to suggest names for John's new black and white tuxedo cat. Boy, did we get names! Here is a sample of some of the many we received and who sent them: Damiano—Marie-Therese McDonald, Oakland, CA; Phideaux—Steve Foster, Moons View, MN; Penguin—Cathy Solka, Cleveland, OH; Alfred—Kevin Grandt, Summit, NJ; Fila or Ripper—Michael Brett, Tamarac, FL; Flid, Portard or Tuxedo Junction—Nell Sachs & Denise Echeverry, North Brunswick, NJ; Sylvester—Adrian Kahn, Nashua, NH; Sucrose, Rusty, Pharynx, Fission, Max Korn, Joseph Lars Neuman, Parmigiana Johnston Hezekiah Tyson Axl Charcoal Jumbo Joanyah XXI and five other suggestions—George Sawyer, Batavia, NY. And the winner? It's Marilyn Hemmes of Staten Island, NY for her suggestion "Barney Doodle." For picking the winning name, Marilyn receives a lifetime subscription to MAD! Congratulations!



"BARNEY DOODLE"

MAD JACKPOTRZEBIE!



Here we go with another edition of "MAD Jackpotrzebie"! If the number in the upper right-hand corner of the cover of your copy of MAD Collector's Series #3 matches one of the many randomly selected numbers printed below, you win a free one-year subscription to MAD! To claim your prize, send the original cover (no photocopies) to: MAD Winner's Circle, 485 MADison Ave., New York, NY 10022. All prize claims subject to verification. Void in any state where prohibited by law. If you're a relative of William Gaines, you already got MAD for free so don't enter!

Here are the MAD Collector's Series #3 Winning Numbers!

0,008,280	0,228,499	0,553,695	0,709,948
0,045,390	0,237,835	0,567,284	0,758,573
0,056,516	0,272,261	0,581,494	0,761,702
0,061,528	0,291,255	0,596,983	0,774,310
0,109,129	0,297,030	0,616,159	0,792,179
0,117,264	0,298,502	0,633,402	0,800,887
0,129,199	0,352,434	0,640,135	0,812,744
0,143,726	0,396,893	0,662,103	0,832,158
0,145,130	0,398,150	0,663,512	0,844,415
0,159,970	0,434,622	0,673,702	0,848,265
0,179,711	0,441,130	0,701,563	0,866,966
0,206,408	0,500,000	0,708,654	0,907,124
	0,926,757	0,990,111	

MAD-GYVER

Paramount Pictures Corporation (Canada) Inc.

MACGYVER

MAD Folks,

Just wanted to thank you, genuinely, for the article spoofing our TV series, "MacGyver".

Some years back my middle name was the answer to a 17 across IV Guide crossword query, and I truly felt my career had reached its apex. I could go no further. In my wildest fantasy I could not have conjured the honorable attention you have bestowed.

And you nailed it! Our original and continuing concept has been to present an atypical TV hero, a man of thoughtful resource rather than of traditional violence, and we have been pleasantly successful with it. Of course, straying from the usual means of "beating the bad guy" (let's say, cramming a few hollow-points into an organ or two) presents us with some pleasant problems of our own. We have had the joy of using our imaginations for these last six years and at times we've allowed ourselves to go ballistic and overindulge the absurd, to yet ridiculous, tongue-deep in cheeks... not unlike what my favorite magazine does regularly.

But I honestly wanted to thank you for busting us: for those of us flirting with the absurd, it was hilarious acknowledgement.

Appreciatively,

Richard Dean Anderson
RICHARD DEAN ANDERSON



Get out your magnifying glass! Here's the letter "MacGyver" star Richard Dean Anderson sent us after reading our satire "MacGimmick" in MAD #302! That's Richard reading the issue, which he has (in best MacGyver-like fashion) transformed into a copy of MAD #307! Fa fal

MAD TURNS DOWN TOBACCO ADS

On behalf of the American Medical Women's Association's Anti-Smoking Task Force, we commend the Editorial Board of your magazine for your decision not to accept advertisements of tobacco products. While the tobacco industry spends over two billion dollars per year in America to advertise this vehicle of death and morbidity, AMWA realizes what a financial sacrifice it is for those publications who do not accept tobacco ads.

We wish you well in promoting other more healthy products. Certainly, our organization encourages its members and their friends to obtain subscriptions to your publication, to provide it in their offices, and to promote it to their patients.

Omega L. Silva, M.D.

AMWA Anti-Smoking Task Force
Alexandria, VA

Thank you for your kind words. We do have a problem, though. If we take your advice and only print ads for healthy products, we'll have to stop running MAD subscription ads!—Ed.

SUSPENDED SENTENCES

Special note: in MAD #305, we printed a short letter from Mike Hall of Royal Oak, MI about lemonade. Since then, we have received several other "copycat" letters. We think that each of these letters, in their own way, speaks for itself...crystallizes... perfectly pinpointed...zeros in on the very essence of its writer's twisted, sick, lonely, tormented soul. Enjoy!

I like bologna! Do you?

Matt Roberts
Buffalo, NY

Yuk! Mulberries! Mulberries! Get me a doctor!

Wolfgang Logan

Plenton, CO

Boy, do I have gas.

Alan Hantke
Mitchell, SD



Please Address All Correspondence To:
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MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating J. Prete on finally making it off the island of Bermuda!

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685) 1A. Title of Publication: MAD ISSN 0024 9319 1B. Publication No. (324520) 2. Date of filing: Oct. 1, 1991. 3. Frequency of issue: Monthly except Feb., May, Aug., Nov. 3A. No. of issues published annually: 8 3B. Annual subscription price: \$13.75/8 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADison Avenue, New York, New York 10022-5852 5. Complete Mailing Address of the Headquarters of General Business Offices of the Publishers: 485 MADison Avenue, New York, New York 10022-5852 6. Full Names and Complete Mailing Address of Publisher, Editors and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue, New York, New York 10022-5852; Editors: Nick Meglin, John Ficarra—485 MADison Avenue, New York, New York 10022-5852; Managing Editor: None. 7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock) E.C. Publications, Inc., wholly owned by Time Warner, Inc., a publicly held corporation—75 Rockefeller Plaza, New York, New York 10019. 8. Known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

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EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,594,178	1,485,816
B. PAID CIRCULATION 1. SALES THROUGH DEALERS & CARRIERS, STREET VENDORS & COUNTER SALES	509,886	456,766
2. MAIL SUBSCRIPTIONS	74,798	70,923
C. TOTAL PAID CIRCULATION	584,684	527,689
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	584,749	527,754
F. COPIES NOT DISTRIBUTED: 1. OFFICE USE, LEFT OVER, UNAC-COUNTED SPOILED AFTER PRINTING	800	800
G. RETURNS FROM NEWS AGENTS	1,008,629	957,262
H. TOTAL	1,594,178	1,485,816

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.



Every week millions are glued to their TVs to watch a show about a backward and naive family who leave a little hick town and move to wealthy, glitzy Beverly Hills. No, we're not talking about reruns of the classic 1960's sitcom, *The Beverly Hillbillies* (good hint for anyone who was baffled by our front cover)! The show we mean is about a bunch of super rich, spoiled rotten, valueless high school kids who face crises like drug abuse, drunk driving, AIDS, date rape and suicide. With the emergencies these kids face, we had no choice but to call this show...

I'm Blandom Wasp! I used to live in Minnesota, where I was considered a normal, solid teen. Here in Beverly Hills, I'm still a normal, solid teen, which makes me a complete oddball! That's what happens when you go from "The Land of 10,000 Lakes" to "The Land of 10,000 Flakes"!

I'm Braindead Wasp, Blandom's twin sister! Basically, I solve every problem and crisis that comes up each week! From substance abuse to health scares, there's nothing I can't handle—except the fact that my twin brother is prettier than me!

I'm Dullin' Okay, the prototype messed-up Beverly Hills rich kid! But I can deal with it! I can deal with being a recovering alcoholic! I can deal with being dumped by Braindead! And someday I'll deal with my fear of getting rid of my ridiculous 1970's style sideburns!

I'm Jib Wasp—husband, father and all-around TV Dad! In the tradition of Ozzie Nelson and Cliff Huxtable, I spend a great deal of time around the house. So much, in fact, that John Hughes' new movie sequel is about my life. It's called "Home A Lot"!

EST BEVERLY HILLS
HIGH SCHOOL

IIIQr
DRUCKER

BEAT
SPYOSSET

EGH
HS

I'm Smiley Wasp, Jib's wife! I smile a lot! I smile when my kids are happy. I smile when they have problems. I smiled when I was giving birth to my kids. The only time I didn't smile is when I was conceiving them! Gosh, Jib is boring everywhere!

I'm Prima-Donna! In real life my father is Aaron Spelling, producer of such hits as *The Love Boat* and *Charlie's Angels*! Coincidentally, he's the producer of this show! My mom told him to make me a star on it or she would have a "Permanent Headache"!

Schkeevie, isn't it pathetic that Prima-Donna only got her part because of nepotism?

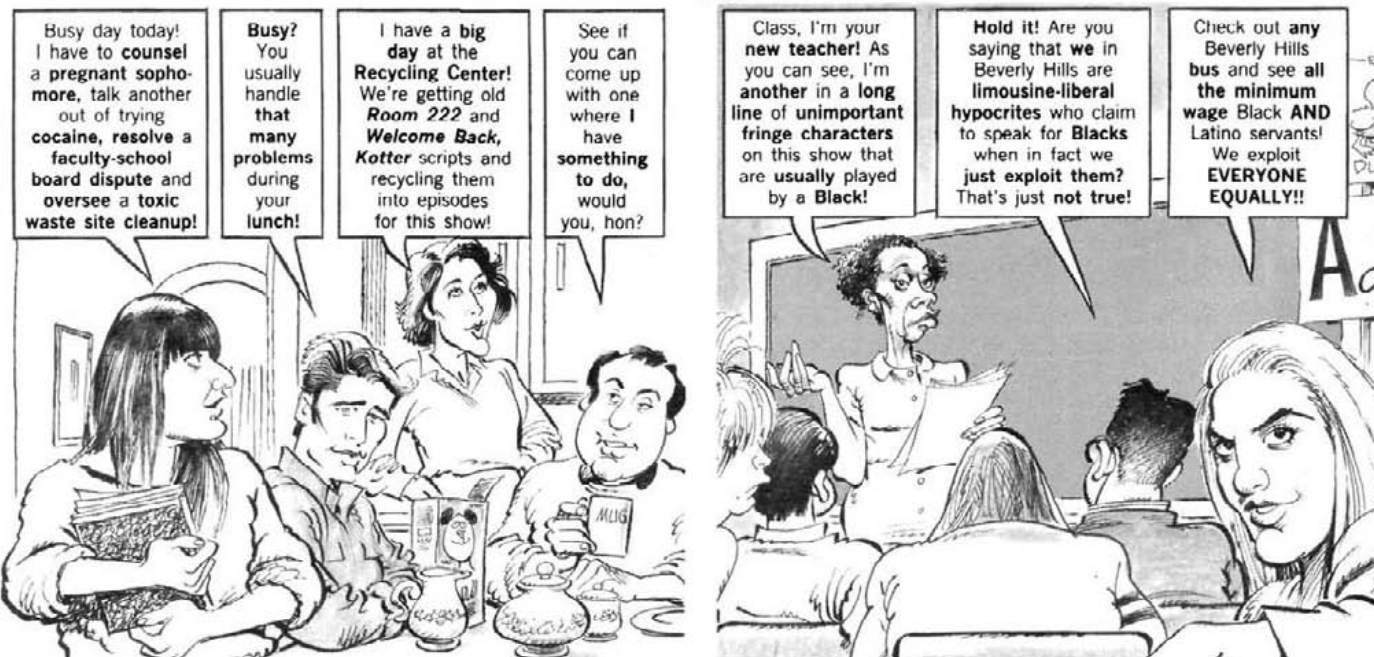
No, Belly, what's pathetic is that even though she got the part because of nepotism ability-wise she fits right in with the rest of this marginally-talented cast!

Okay, everybody, smile for your big graduation picture! Yes, I know we're not graduating for more than a year, but the chances of us continuing to attract and fool viewers with this lame-o show for that long aren't good!



ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE



Braindead, I know you're **real smart** about important stuff like this, but do you really think a "self-examination" is necessary?

Sure! It can prevent young women like us from going through the most **traumatic experience** in a Beverly Hills teenager's life!

Unless we examine our parents' credit card statements **ourselves**, we could wind up going to the **Galleria** with an expired or over the limit credit card!

And for a Beverly Hills teenager, **nothing's** more traumatic than that!

What's with your **sister**, Blandom? How come she won't give me another chance?

She's afraid of **getting hurt!**
But I won't press her to have **sex** again. I'd be glad just to kiss her one more time!

That's what she's afraid of! She's worried you'll **turn your head the wrong way and blind her** with one of those **sideburns** of yours!



It's not that Braindead doesn't like you, Dullin'. She's **turned off** by the Beverly Hills scene—the mansions, the convertibles, the car phones...

Hey, is it a **crime** to talk to somebody on a **car phone**?

No, but in this town it is possible to get carried away with **conveniences!**



Blandom, let's talk! I'm **bumped** out about the **tiny** role I have on this show!

And I'm **worried** about this home-less situation.

I'm talking about my **dad!** My mom caught him **fooling around** with the maid and kicked him out of the house again!

Belly, let's get back **together**. You told me you **loved** me!

Yeah, but when you told me, you even **stopped coloring** your nails when you said it!

I admire you, **Angina**. You work at the Teen "Rap Line" and you're an "A" student!

I have **nothing** else to do! When your character has as much **sex appeal** as Steve Urkel, you don't spend a lot of time **dating!**

That's normal, **dude!**

That's **not** normal! An EST Beverly Hills student **worrying** about the plight of strangers!

I tell lots of **guys** I love them, **Schkeeve!**





But you have a social conscience. You're not like the other kids at this school!

Wait'll you hear my latest socially progressive idea! I think busing can work at EST Beverly Hills!

You mean busing kids in from other school districts?

No, I mean busing kids from this school to Rodeo Drive, and getting them to leave their Porsches and BMWs in the parking lot!

On second thought, maybe you are like the other kids in this school!

... You say you eat compulsively? Yeah, that's a problem!

... You say you have sex compulsively, even with strangers? Yes, that's a problem!

... You say you shop compulsively? So, what's the problem?



... Well, if you drink before school, you need help. And if you smoke pot between classes, you need help. Now, if you drink and smoke after school, you need to give me your address! I haven't been to a decent party in weeks!

Dammit, Bernie! You're my agent! Get me on a better show!

Guys, we need to have a family meeting! There are some things bothering me. The first one is I think that I'm about to lose my job!

But why, Jib?

I'm a highly paid accountant who spends lots of time at home. Yesterday my boss said, "Wasp, for a highly paid accountant, you spend lots of time at home!"

Oh... well, what else is bothering you, Dad? You can tell us!

Yeah. We're an incredibly tight, very close-knit family!



That's the other thing that's bothering me! You kids are sixteen years old! Isn't it time you stopped climbing into bed with Mommy and Daddy every night?

I just can't believe Braintead's dad lost his job!

Total bummer! I wonder if losing a job is as earth-shattering as losing your virginity?

I wish I could tell you, but I lost mine so long ago I forgot what it was like!

Gee, I didn't know you ever had a job!

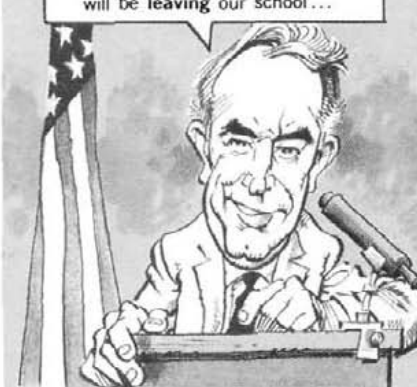


Wow, a special assembly! Principal Leach only calls those for really important things!

Yeah, like the last time they had a "Red Tag" sale at Giorgio's! Let's get in there!

Good morning, my fabulous EST Beverly Hills student body—also known as "Lifestyles of the Rich and Spoiled"! I have two announcements. First, Blandom and Braindead Wasp, the only two normal students here, will be leaving our school...

Secondly, here is the school lunch menu for today. From Spago's, we have Wolfgang's *Salmon and Caviar Pizza*! From L' Ami Louis in Paris, *Confit de Canard and Foie Gras*! And from Little Charlie's in New York, *Calamari* in medium sauce!



How are we ever going to get along without Braindead? She identified and corrected my learning disability problem!

She also showed us the importance of early detection of breast cancer and got attackers in the date rape episode arrested!

Is there any kind of emergency Braindead can't handle?

Maybe, but performing emergency appendectomies apparently isn't one of them!

Scalpel... Suture... Clamp...



Good news and great news, guys! First, the good news—I got a job!

That's really super dad! Where?

That's the great news! In Palm Beach Florida! I found us a house right on the beach!

You call that great news? That's right next door to the Kennedys!

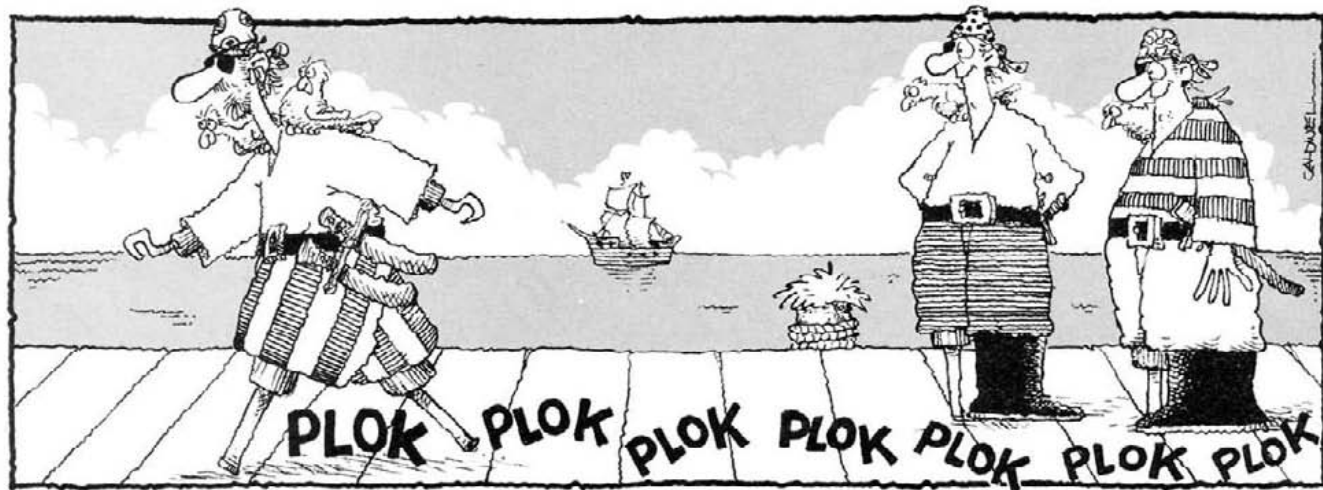
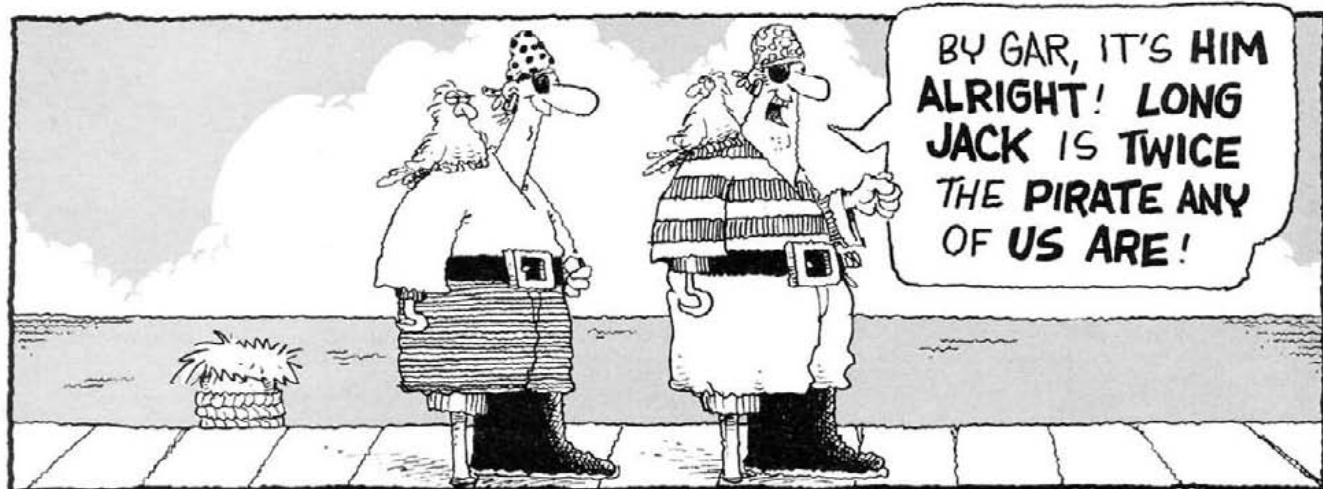
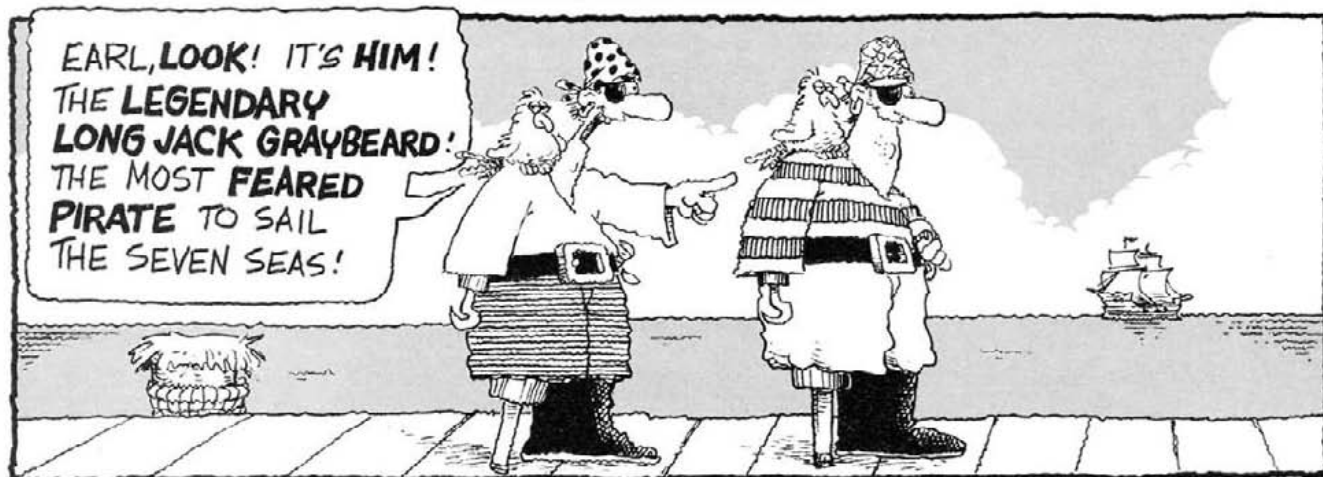
There's nothing down there but non-stop drinking and partying! Not to mention charming Willie Kennedy Smith and Tubby Senator Ted not wearing any pants! I think I'm going to be sick!

Gee, maybe Beverly Hills isn't such a bad place after all!!!



DRAMA ON PAGE 9

ARTIST AND WRITER: JOHN CALDWELL



Lots of brand new items are available to us each Christmas. The only things that never seem to be replaced are Christmas Carols. Well, now it's time for a change! Just look at the ancient lyrics we sing every year. How long has it been since anybody actually gave myrrh

MAD'S CHRISTMAS CAR

ARTIST: PAUL COKER

O BLISTERED TREE

(Tune of "O Christmas Tree")

O blistered tree, O blistered tree,
How industry annoyed you.
O blistered tree, O blistered tree,
Its chemicals destroyed you.
The air and water both contain
Insecticides and acid rain.
How sad you'll never bloom again.
We formerly enjoyed you.

CHRISTMAS IN THE BLIGHTED CITY

(Tune of "Silver Bells")

Muggers crouching,
Junkies slouching,
Glaring Christmassy glares,
And on every street corner stand hookers.
Fences selling,
Vagrants yelling,
Cabbies cheating their fares
On this cold, soggy holiday morn.

Cartridge shells! Smelly cello!
It's Christmas blight in the city.
Crowded rooms! Garbage fumes!
Soon, we'll throw up Christmas Day.

WHEEZY THE SNOWMAN

(Tune of "Frosty The Snowman")

Wheezy the snowman
Dealt in Christmas-wrapped cocaine,
But his frequent test of his very best
Left him scrambled in the brain.

Wheezy the snowman
Was a stumbling, mumbling nerd.
Though he'd pause to joke as he dosed with coke,
All his words were badly slurred.

There must have been some poison in
The latest batch he tried,
For once he'd sniffed a king size whiff,
He fell right down and died.

Wheezy the snowman
Lies in funeral home repose,
And the addicts say as they pass that way,
"Wheezy came and Wheezy goes."

and frankincense as Christmas gifts—or even wrote a Carol about them? In fact, how many stores still have a Myrrh Department? See what we mean? Good! Now that you realize the Carols you sing are hopelessly outdated, you can see why you have an urgent need for...

OLS FOR MODERN TIMES

WRITER: TOM KOCH

RUDOLF THE RUSSIAN REINDEER

(Tune of "Rudolph The Red Nosed Reindeer")

Rudolf the Russian reindeer radiates until he glows.
He schleps around Chernobyl, plutonium between his toes.
All of the other reindeer hate to see him out at night,
Beaming his phosphorescence like a shaggy reading light.

Russian winters ain't the same
Since Chernobyl's blow.
Rudolf's eerie x-ray glow
Tends to melt the Christmas snow.

Details are banned by Moscow on the radiation fall.
Say all the Kremlin censors:

"Rudolf never lived at all!"

I'M SCREAMING AT SOME WILD CHIPMUNKS

(Tune of "White Christmas")

I'm screaming at some wild chipmunks
That ate up half my tulip bed.
Though I paid most dearly to guys who clearly
Have failed to zap them 'til they're dead.

I'm up to here in wild chipmunks.
Each day a brand new batch is born.
So with yuletide sadness, I warn
You'll get gift wrapped chipmunks Christmas morn.

AXL ROSE IS COMING TO TOWN

(Tune of "Santa Claus Is Coming To Town")

You'd better save up. You'd better not spend.
A concert's on tap you've got to attend.
Axl Rose is coming to town.
His cursing and songs are scheduled for eight,
Do come around nine. (He tends to be late)
Axl Rose is coming to town.

You know he'll start a riot
Before the evening's done.
He'll smash his mike, then take a hike.
So be there for all the fun.

Start hocking your rings. Start selling your cars.
Raise money to see this greatest of stars.
Axl Rose is coming to town.

ou wanted to settle a
options. When talking
dueling, blackmail,
ture. Now, of course,
: We go to court! But
d have been different...

HISTORICAL ERAS LAWSUIT HAPPY" IS TODAY

WRITER: MIKE SNIDER



...instead of fleeing to America, the Puritans would have stayed in England and filed a "religious discrimination" suit—which would still be "on appeal" today!



Hannibal's army would have been stopped dead in its tracks by a Restraining Order from the CSPCE (Carthage Society for the Prevention of Cruelty to Elephants)!



...the Visigoths would have sued the Ostrogoths for "trade name-infringement"!



...Josephine would have had a pre-nuptial agreement giving her half of everything Napoleon accumulated during their marriage!

COMPUTER VIRUS CRIPPLES
MILITARY DATA NETWORK

SHUTTLE WOES BLAMED
ON SOFTWARE BUGS

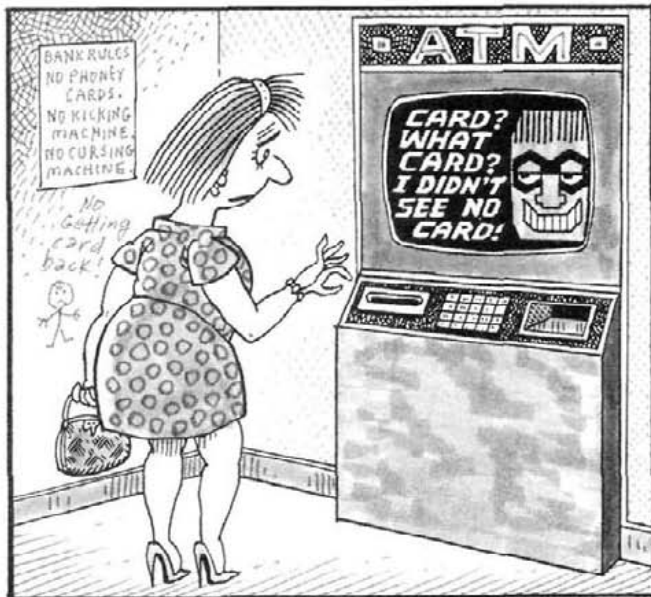
"Computer Virus?" "Software Bug?" No surprise to us! We've known all along that machines are susceptible to the same diseases we humans are! In fact, although the computer ailments have been getting all the publicity, there are all sorts of poor, sick, mechanical devices out there, that are suffering from...

OTHER OF THE MACHI

ARTIST: AL JAFFEE



Vending Machine **CONSTIPATION**



Automated Teller **KLEPTOMANIA**



Fast-Food Intercom **LARYNGITIS**



Food Processor **NAUSEA**

"DISEASES" OF THE WORLD

WRITER: MIKE SNIDER



Slurpee Machine **DIARRHEA**



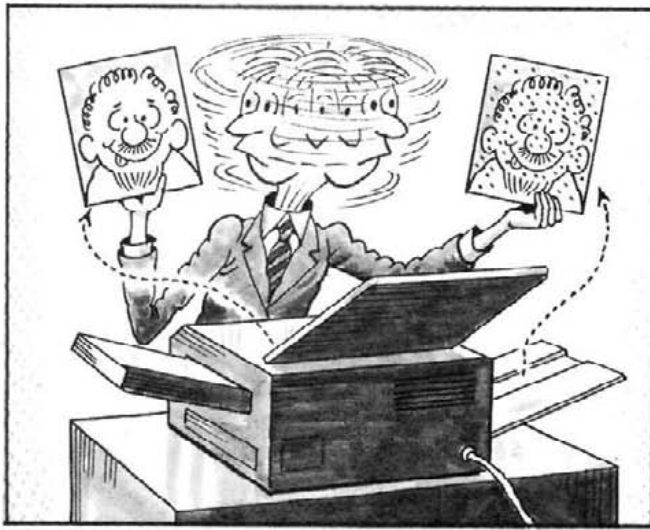
Bar-Code Scanner **DYSLEXIA**



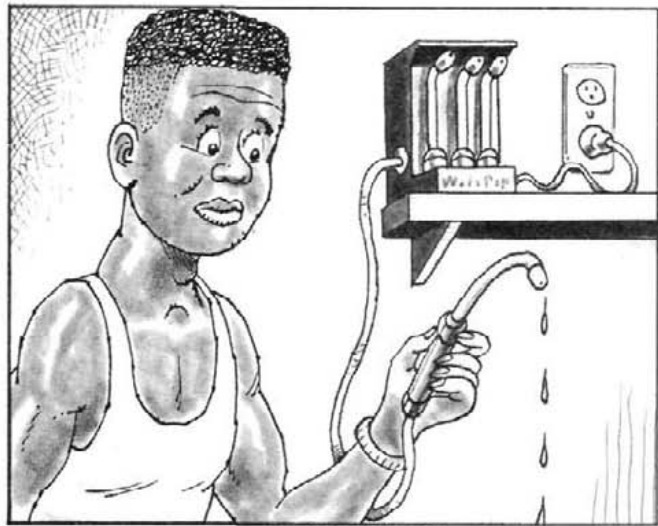
Electric Can Opener **TRENCHMOUTH**



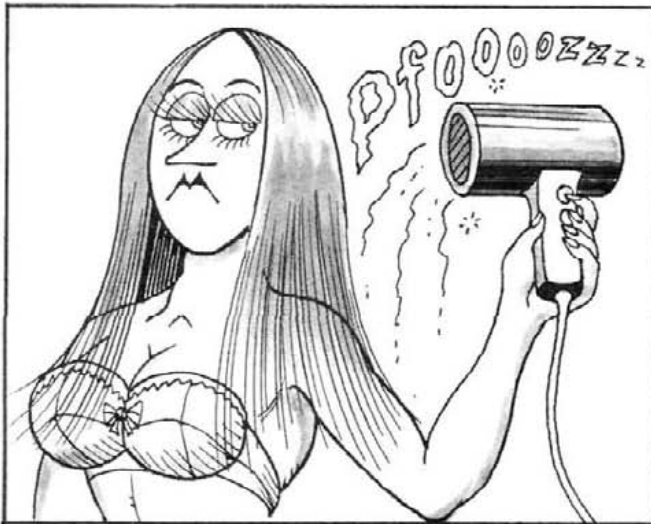
Airport Metal Detector **HALLUCINATIONS**



Copy Machine **MEASLES**



Water Pic **IMPOTENCE**



Hair Dryer **EMPHYSEMA**



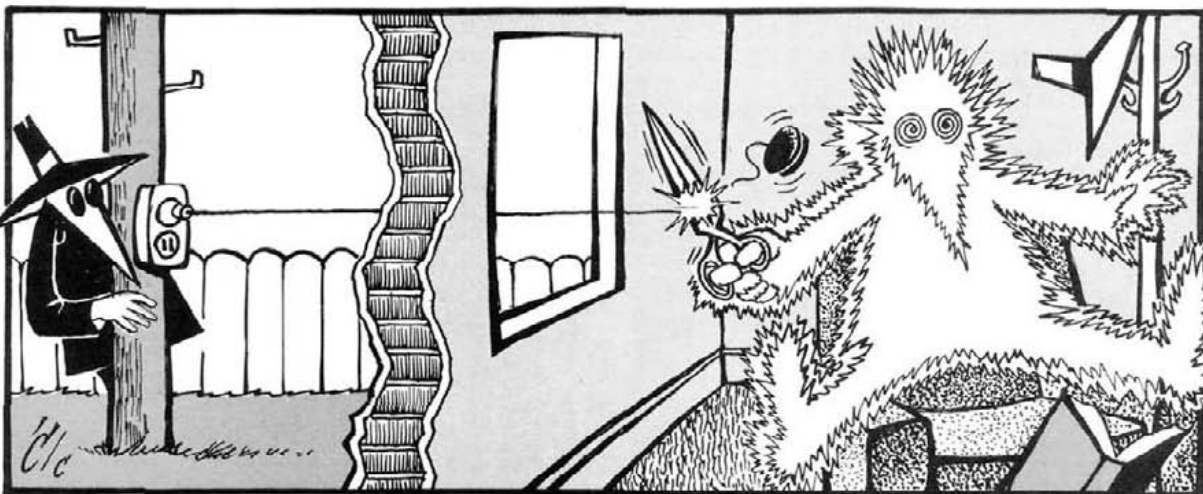
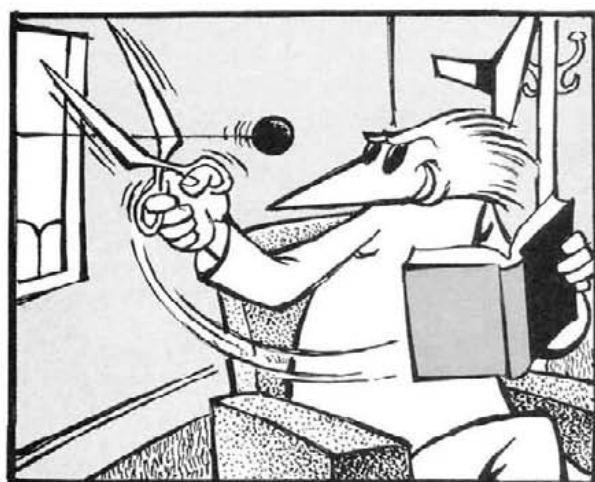
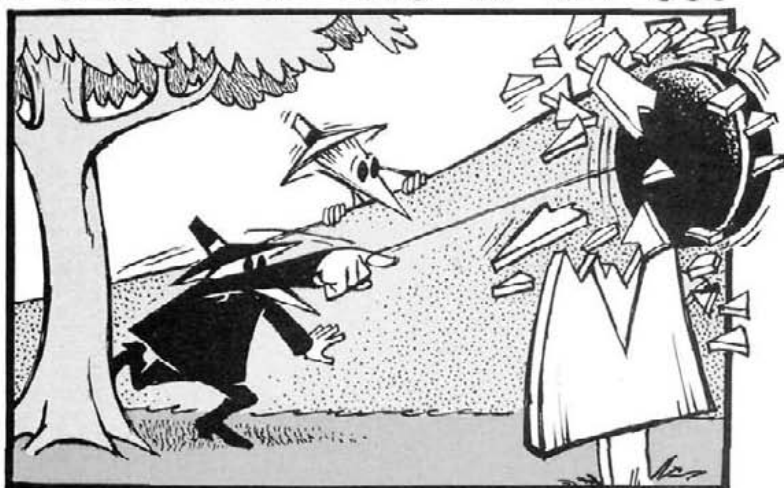
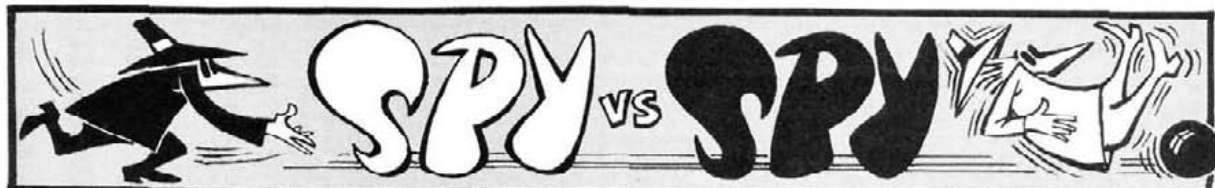
Air Conditioner **INCONTINENCE**



Gas Pump Nozzle **HICCUPS**



Bathroom Towel Dispenser **LOCKJAW**



It is widely believed that a person experiences four psychological phases when grieving over death. They are: Denial—you refuse to believe the obvious; Anger—you get really pissed off at the circumstances; Depression—you become distressed at the realization; Acceptance—okay, you just deal with it. Here at MAD, we figured that there are some other situations in life when people experience these same grieving phases! So, we will now ask you to look at yourself and your emotions as you read up on...

THE

BEING FAT



DENIAL



ANGER



DEPRESSION



ACCEPTANCE

AGING



DENIAL



ANGER



DEPRESSION



ACCEPTANCE

BEING LOST



DENIAL



ANGER



DEPRESSION



ACCEPTANCE

MAD STAGES OF...



ARTIST AND WRITER: RICK TULKA

BALDNESS



DENIAL



ANGER



DEPRESSION



ACCEPTANCE

NAUSEA



DENIAL



ANGER



DEPRESSION



ACCEPTANCE

STUPIDITY



DENIAL



ANGER



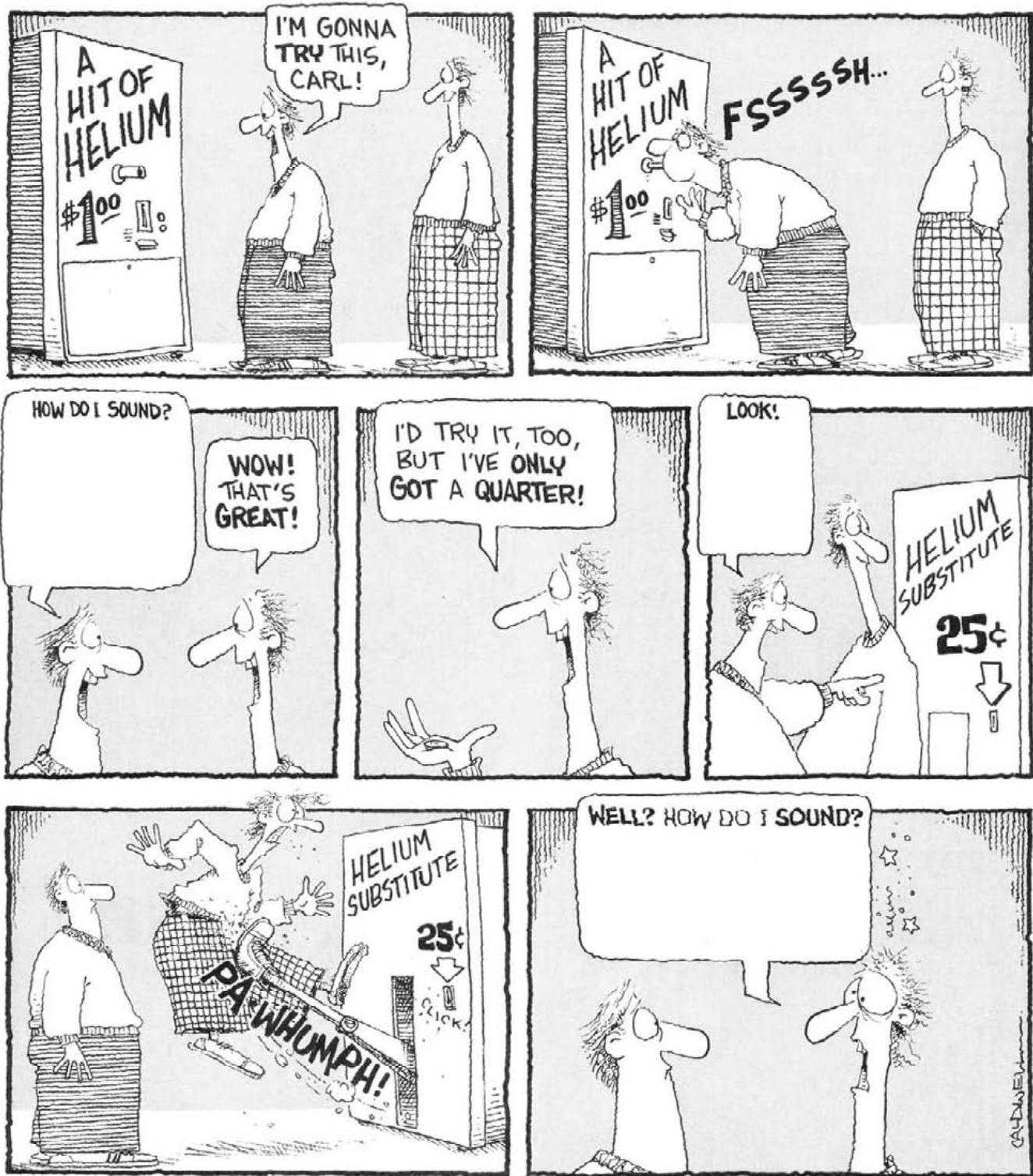
DEPRESSION



ACCEPTANCE

DRAMA ON PAGE 20

ARTIST AND WRITER: JOHN CALDWELL



We here at MAD have always known TV to be a vast wasteland—filler for commercials and emergency newscasts! But *us* knowing is only half the battle. We wanted to make *you*, the MAD reader, realize how little of your favorite shows are actually entertaining or informative. Prepare to get mired down in intense, wasteland-verifying detail, as you read ...

MAD's Minute-By-Minute Breakdown of Popular TV Shows

ARTIST: SAM VIVIANO

WRITER: RUSS COOPER

TODAY

13 minutes,
44 seconds:
New female
co-host
tearfully
replacing
old one.

17 minutes,
29 seconds:
Strained
banter
laced with
fear and
disdain.

26 minutes,
52 seconds:
Promos for
upcoming
features.

8 minutes,
48 seconds:
Actual
features.

32 minutes,
55 seconds:
Pointless Joe
Garagiola
baseball
anecdotes.

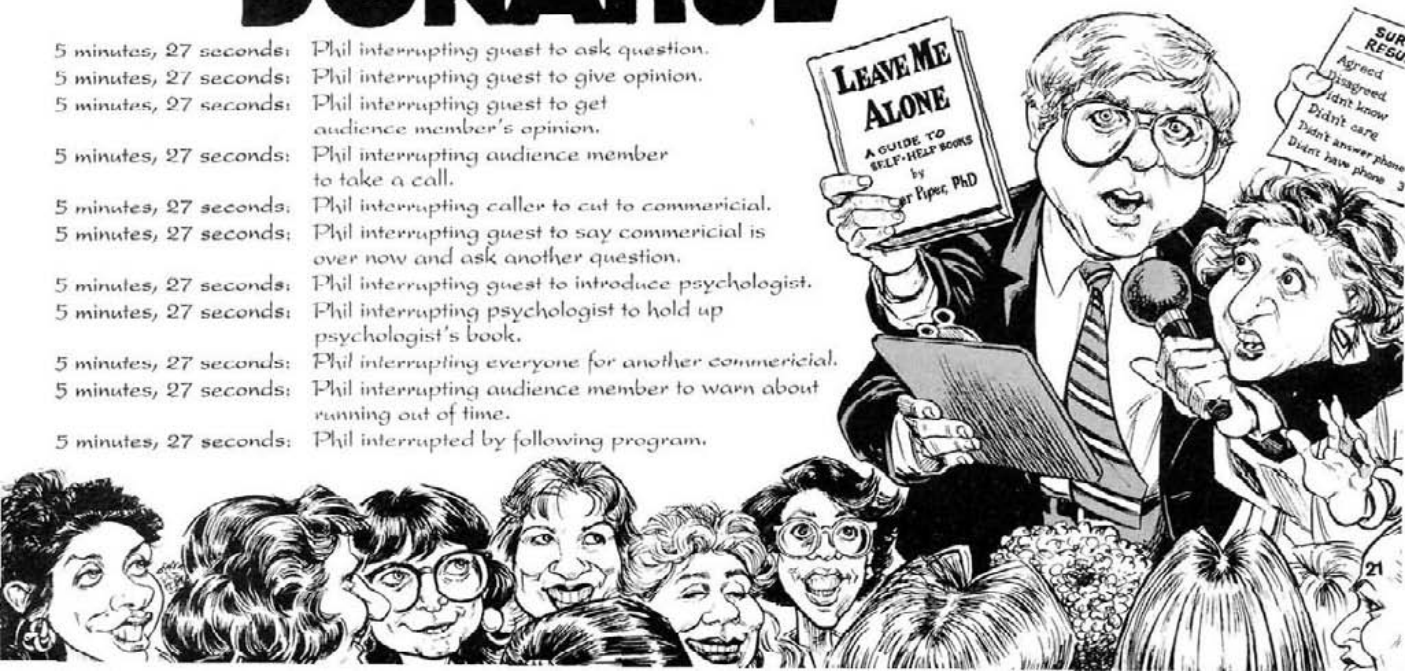
19 minutes,
59 seconds:
Willard Scott
doing tired
old vaude-
ville schtick.

10 seconds:
Willard Scott
doing
the weather.



DONAHUE

- 5 minutes, 27 seconds: Phil interrupting guest to ask question.
- 5 minutes, 27 seconds: Phil interrupting guest to give opinion.
- 5 minutes, 27 seconds: Phil interrupting guest to get audience member's opinion.
- 5 minutes, 27 seconds: Phil interrupting audience member to take a call.
- 5 minutes, 27 seconds: Phil interrupting caller to cut to commercial.
- 5 minutes, 27 seconds: Phil interrupting guest to say commercial is over now and ask another question.
- 5 minutes, 27 seconds: Phil interrupting guest to introduce psychologist.
- 5 minutes, 27 seconds: Phil interrupting psychologist to hold up psychologist's book.
- 5 minutes, 27 seconds: Phil interrupting everyone for another commercial.
- 5 minutes, 27 seconds: Phil interrupting audience member to warn about running out of time.
- 5 minutes, 27 seconds: Phil interrupted by following program.



60 MINUTES



4 minutes, 42 seconds: Annoying ticking stopwatch.

8 minutes, 19 seconds: Time spent introducing current herd of 60 Minutes journalists.

22 minutes, 11 seconds: Morley Safer, Ed Bradley and Steve Kroft doing inconsequential personality or magazine profile.

11 minutes, 4 seconds: Last appearance on show by latest female journalist soon to quit or be fired by Executive Producer Don Hewitt.

9 minutes, 2 seconds: Andy Rooney whining about some damn thing.

4 minutes, 42 seconds: More annoying ticking.

AMERICA'S FUNNIEST HOME VIDEOS



5 minutes, 42 seconds: Cats falling off things.

4 minutes, 18 seconds: Cats falling into things.

3 minutes, 48 seconds: Golfers hitting themselves in their privates.

6 minutes, 12 seconds: Very fat guys losing their pants.

4 minutes, 25 seconds: Really bald guys losing their toupees.

4 minutes, 25 seconds: Cute babies and at least one of their bodily functions.

1 minute, 8 seconds: Audience voting the big prize to the cat that lived.

20/20

- 4 minutes, 22 seconds:** Glitzy, over-produced opening graphics.
- 6 minutes, 16 seconds:** Hugh Downs trying to stay awake.
- 13 minutes, 37 seconds:** Clarifications regarding last week's discrepancies, inaccuracies and boo-boos.
- 9 minutes, 42 seconds:** Roone Arledge's name on the screen in really big letters.
- 11 minutes, 19 seconds:** Apologies for previous week's incomprehensible and badly-researched report.
- 8 minutes, 19 seconds:** Chatting it up with Ted Koppel to remind viewers of quality news shows on ABC.
- 6 minutes, 22 seconds:** Plugging newest TV news show money-making scam—written transcripts and videotapes from Journal Graphics.



THE ARSENIO HALL SHOW

14 minutes, 37 seconds: Hoo-hoo-hooting.

9 minutes, 21 seconds: Fawning.

6 minutes, 20 seconds: Arsenio performing a joke-free monologue.

7 minutes, 6 seconds: Brown-nosing.

4 minutes, 5 seconds: Kow-towing.

6 minutes, 19 seconds: Ass-kissing.

3 minutes, 32 seconds: More fawning.

6 minutes, 37 seconds: More Hoo-hoo-hooting.



Late Night With David Letterman



5 minutes: Dave insulting sponsors.

5 minutes: Dave making fun of the studio audience.

5 minutes: Dave mocking the guest.

5 minutes: Dave belittling random pedestrians on the street.

5 minutes: Dave blasting New York cab drivers.

5 minutes: Dave tweaking Stupid Pets.

5 minutes: Dave demeaning Stupid Pet owners.

5 minutes: Dave ranking on GE "pinheads."

5 minutes: Dave goofing on Paul.

5 minutes: Dave scolding "that weasel" Morty.

5 minutes: Dave being condescending to NBC pages.

5 minutes: Dave mispronouncing his director's name, thus ridiculing him.

SATURDAY NIGHT LIVE

5 minutes, 11 seconds: Lame cold opening starring current over-used popular character (most likely Dana Carvey).

6 minutes, 3 seconds: Excruciating opening monologue by guest host who has never done a monologue before.

23 minutes, 22 seconds: Skits that have no point.

33 minutes, 28 seconds: Skits that have no point and go on too long.

14 minutes, 22 seconds: Obscure band performing current hit or popular band performing obscure song.

5 minutes, 23 seconds: Last-minute time-filling skit.

2 minutes, 8 seconds: Weary cast members waving at even more weary audience.



The Rhyme of the Ailing President



W. H. P. 1938



Here stands a mighty President,

The chief of his domain;

Yet though his doctors deem him fit,

His soul is wracked with pain.

What ails this ruler of our land?

What grief afflicts him so?

Pray listen as he now unfolds

His mournful tale of woe:

"My hopes for him were very high,

But soon they all but sank;

I'd picked, I thought, a seasoned pro;

Instead I drew a blank.

"His views, if you can call them that,

Were foggy and confused;

A mind's an awful thing to waste;

His never had been used.

"He begged to travel overseas,

I should have had my doubts;

When greeted by the German press,

He hollered, 'Hiya, Krauts!'

"Ah, yes, he was my albatross,

And soon to him I said:

'No need for speeches and the like;

Just stick to golf instead.'

"If I should run with someone else

And drop him from the slate,

'Twould seem I was admitting

I screwed up in '88.

"But if he runs with me again,

Though not an easy sell,

He'll win for me the right-wing crowd,

The golfing vote as well.

"Great joy I knew in '88;

No troubles plagued me then;

I swept the vote in 40 states;

Dukakis won but ten.

"I searched for tasks that suited him,

Like opening a mall,

Or dedicating Dairy Queens

In Fresno or St. Paul.

"I wrestled with the deficit;

He played at Burning Tree;

I launched the troops in Desert Storm;

He shot an 83.

"What's more, he always comes when called

And hovers at my side;

He'd surely prove a faithful pet

If Millie ever died.

"But then, alas, my joy was dashed,

Which caused me great travail;

An albatross hung 'round my neck—

An albatross called Quayle.

"I let him speak at Sea World

For the birthday of Shamu;

I sent him to Poughkeepsie,

Where he christened a canoe.

"In weeks to come, I'll have to make

My choice for '92—

To hang in with my albatross

Or pick somebody new.

"And so I'll keep my albatross

Despite his goofs and gaffes;

Though good for nothing on the job,

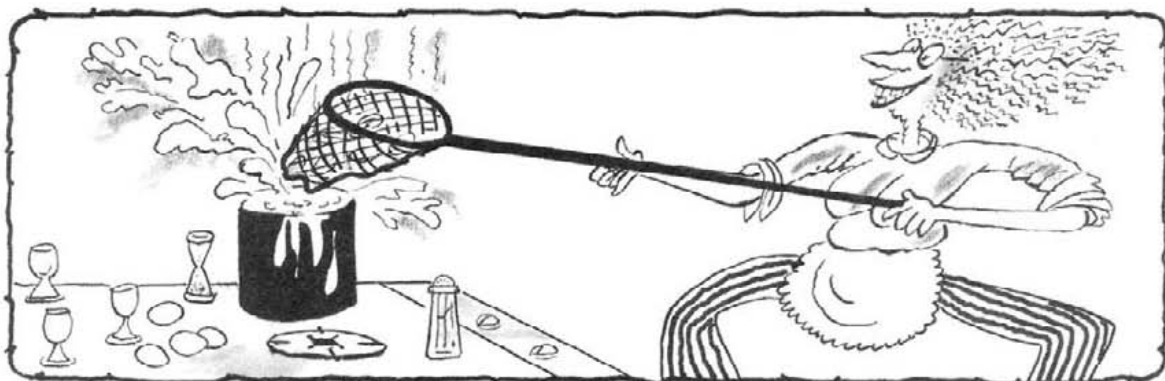
At least he's good for laughs."

Most people have a silly belief that only athletes have use for sports equipment. Hogwash! Even a clod who has not lifted a Fungo bat or tossed a bocci ball in a decade has a real use for such stuff. Athletic inactivity should not deny anybody the inherent right to use sports paraphernalia. We will now demonstrate how your dinky, miserable, little existence can be immensely improved by just simply...

Using Sports Equipment in Everyday Life

ARTIST AND WRITER: PAUL PETER PORGES

**Lacrosse
Stick/
Boiled
Egg
Scooper**



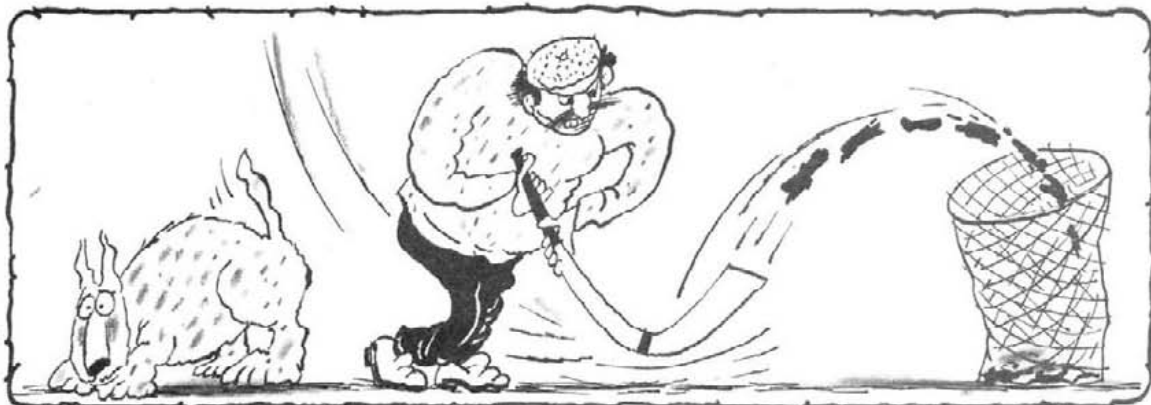
**Football
Yard
Marker/
Mud
Scraper**



**Baseball
Catcher's
Mitt/Hot
Bun
Holder**



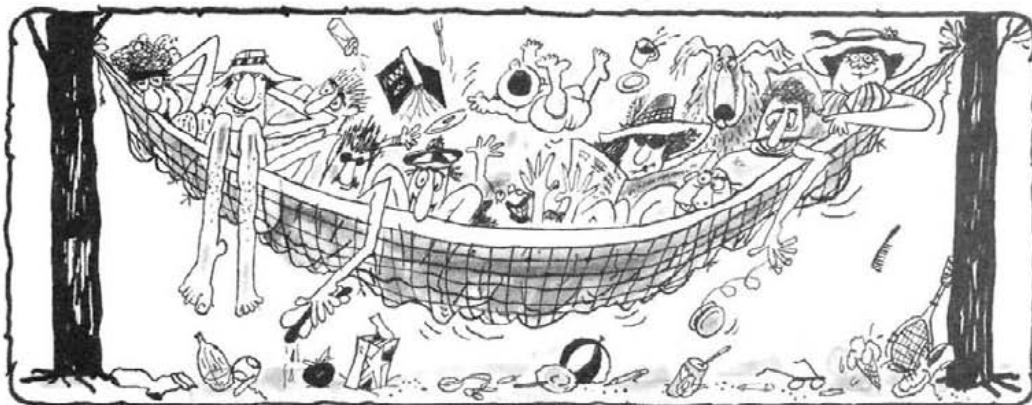
**Hockey
Stick/
Slap
Shoot
Pooper
Scooper**



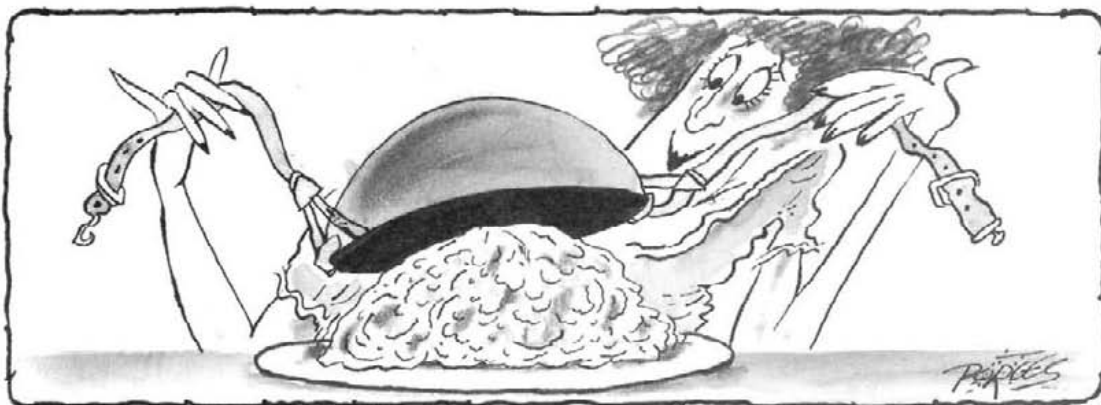
**Baseball
Cleats/
Kitchen
Garden
Seeder**



**Tennis Net/
Extended
Family
Hammock**



**Bike
Helmet/
Appetizing
Jello Mold
Maker**



Thanks to Bart Simpson, it's now back in style to be an underachiever. But just what exactly is an underachiever? Look in the mirror, schmuck! Then, for further clarification, take a look at this article, unambitiously titled...

AN UNDER

ARTIST: MORT DRUCKER



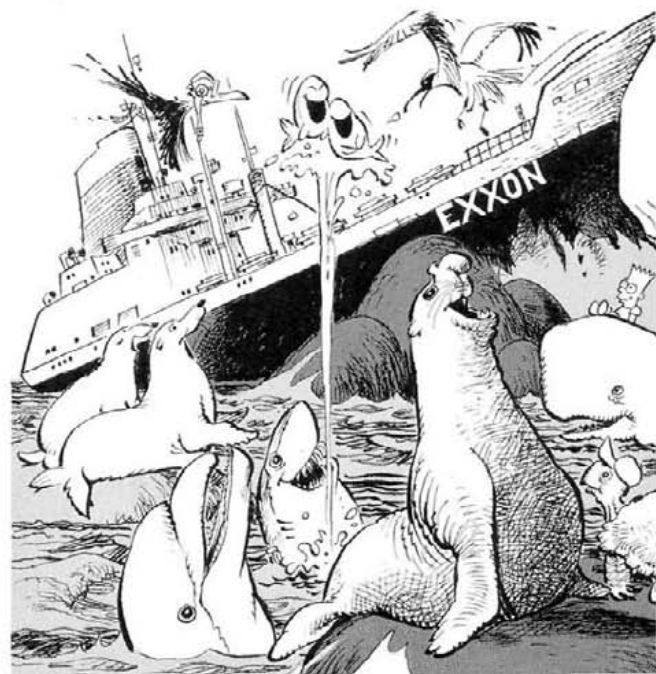
An Underachiever is a school bully who steals K-Mart sneakers off the other kids!



An Underachiever is a female Trekkie with "the hots" for DeForest Kelley!



An Underachiever is an S&L executive with only one Senator "in his pocket"!



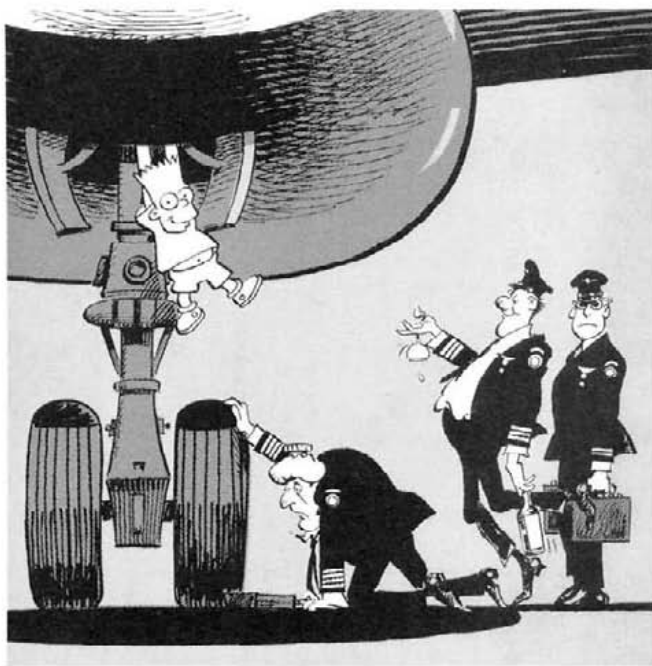
An Underachiever is an Exxon captain who runs empty oil tankers aground!

UNDERACHIEVER IS...

WRITER: MIKE SNIDER



An Underachiever is a counterfeit Timex watch peddler!



An Underachiever is a Northwest Airlines crew member with only a .005 Blood Alcohol level!



An Underachiever is a law school grad whose first choice is Jacoby & Meyers!



An Underachiever is any 300-lb, transsexual Satan-worshipping vegetarian who hasn't been on Geraldo!

OBSERVATION



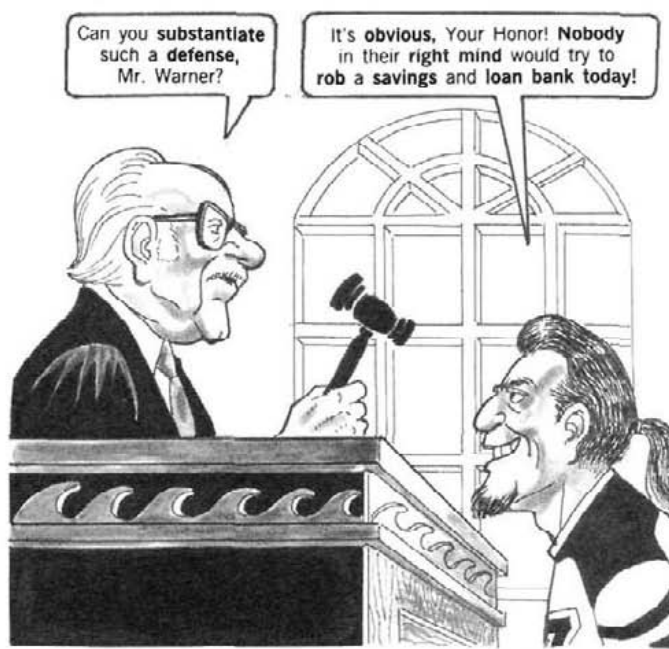
BERG'S-EYE VIEW DEPT.

THE LIGHTE

SENSITIVITY



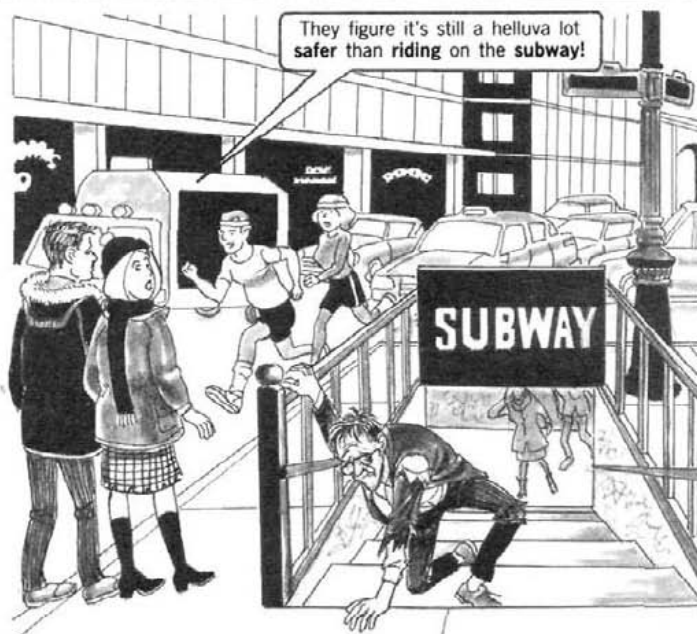
LAW



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PHYSICAL ABUSE



THE POST OFFICE



EXPECTATIONS



EXPERTISE



VANITY



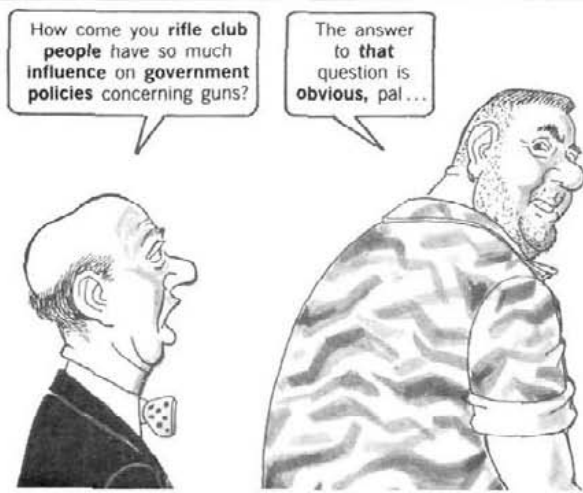
SETTLEMENTS



LOGIC



GUN CONTROL



THE OFFICE



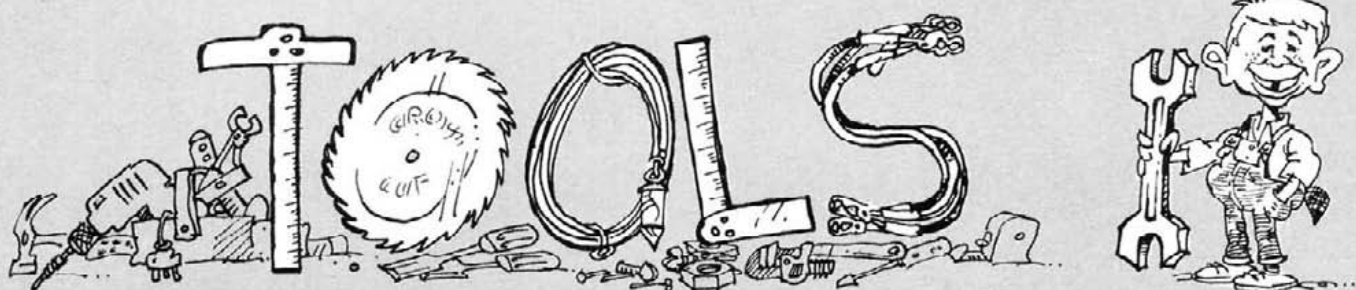
HEREDITY

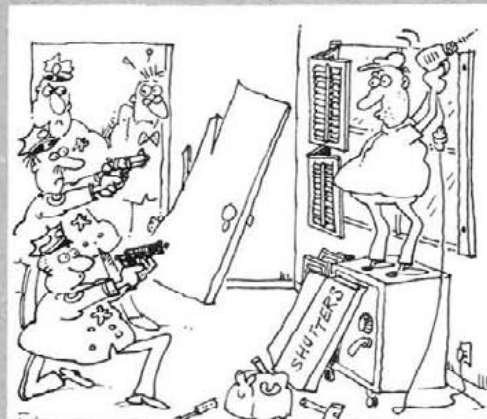


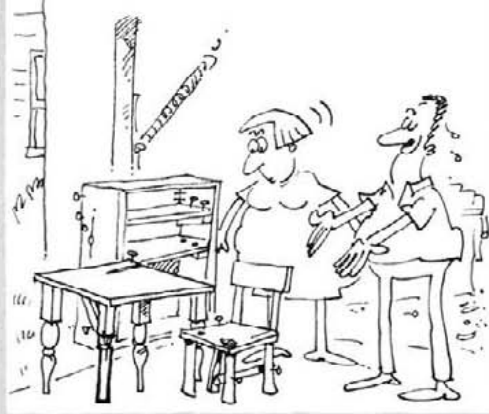
DOCTORS



A MAD LOOK AT



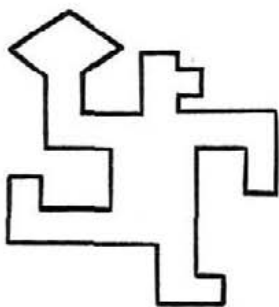




cided to dedicate these two pages of MAD to tutor, coach and otherwise prep students for the grueling, torturous and confusing multiple-choice exam that will effect their every waking (and sleeping) moment for the rest of their lives! Our first tip: Don't get nervous! Just grab a #1 pencil and try...

S.A.T. QUESTIONS

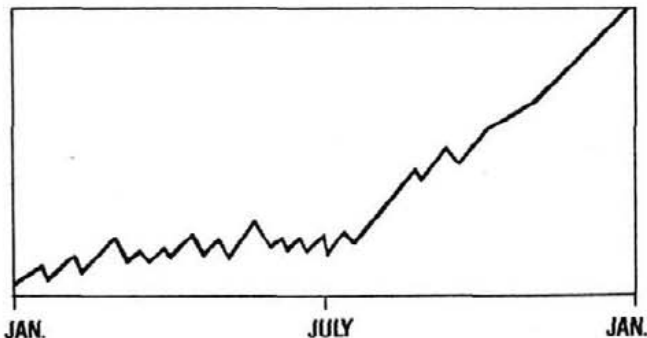
WRITER: FRANK JACOBS



7. When examined closely, it's clear that the above outline glorifies a _____.

- (A) waiter
- (B) quarterback
- (C) UPS deliveryman
- (D) politician
- (E) brick carrier

ANSWER: (D) politician. The outline depicts a Congressional District in Ohio after it has been gerrymandered to insure that the incumbent stays in office.



8. To a Wall Street investor, the above graph shows:

- (A) An economic upturn
- (B) A bullish market
- (C) A six-month rally
- (D) All of the above
- (E) None of the above

ANSWER: (E) None of the above. The graph shows the investor's blood pressure after the President and Congress again failed to seriously address the deficit causing stocks to plunge.

Read the passage below and answer the following questions based on its content.

Hank the three-legged man was the most revered and respected person in the little village of Cupinluck. Known far and wide for his delightful puppet shows, Hank often entertained dignitaries at the royal court of Duke Windsor.

One day, after accidentally tripping on the skirt of Lady Windsor, Hank was immediately shot by the Duke and died an ugly, horrible death.

9. What do we learn about Cupinluck from this story?

- (A) Cupinluck is a constitutional monarchy.
- (B) Cupinluck must be a very boring place if legends like this survive.
- (C) Three centuries of inbreeding can result in very edgy despots.
- (D) Brian Dennehy would be an outstanding choice to portray Duke Windsor in the miniseries.
- (E) Your taxes will go up.

ANSWER: (E) Your taxes will go up. The death of the puppeteer will lead to uprisings and anarchy in Cupinluck, prompting President Bush to send in 250,000 U.S. troops to protect our mahogany interests there. This will increase the Pentagon's budget, causing Congress to raise taxes.

10. The best title for this story is:

- (A) Christmas With Luigi
- (B) The Hunt for Red October
- (C) Bush: Wimp With an Army
- (D) Cupinluck II—The Wrath of Lady Windsor
- (E) Drums Along the Congo

ANSWER: (B) The Hunt For Red October. By using this title, the writer insures he will be sued by the creators of the other *Hunt For Red October*, which will generate lots of publicity and boost sales of the story considerably.

STOP!

DO NOT turn the page. Just sit there motionless for a half hour while your mind turns to putty. We want this practice session to be just like a *real* SAT exam!

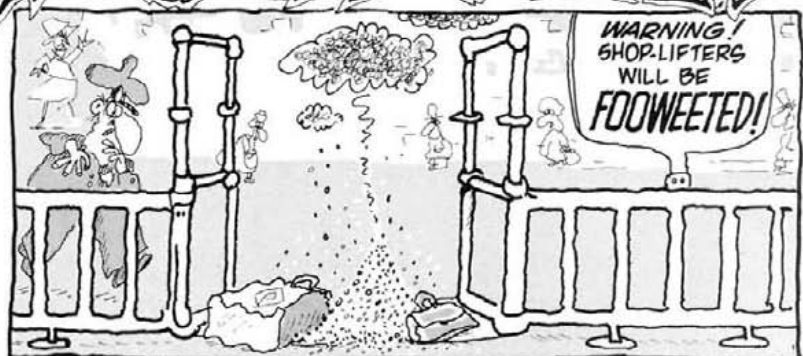
DUCK EDWING HANGS THE

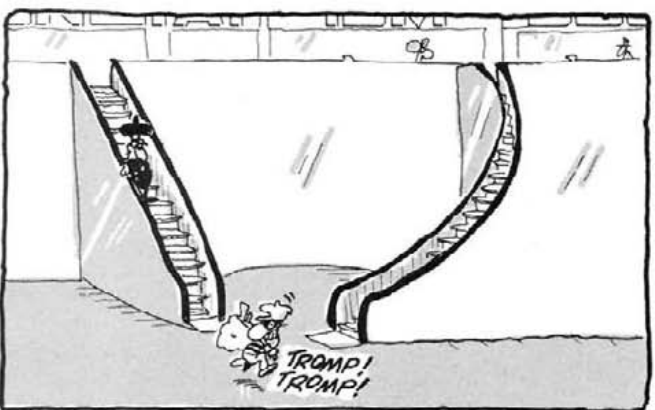
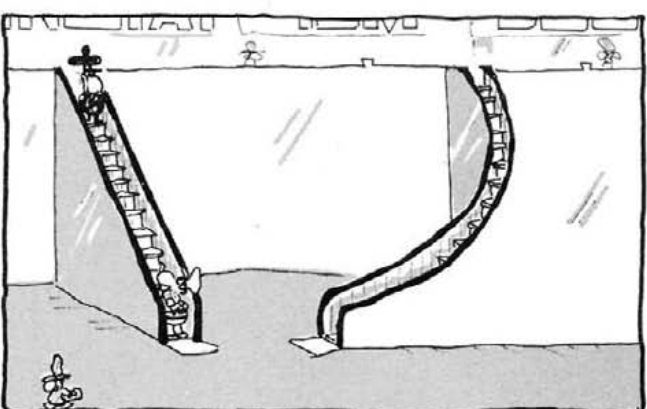
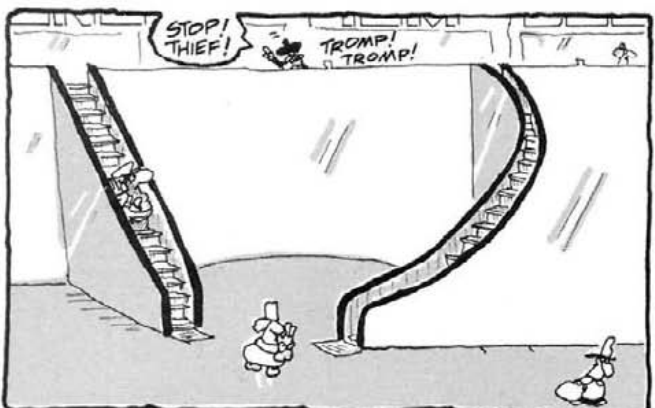
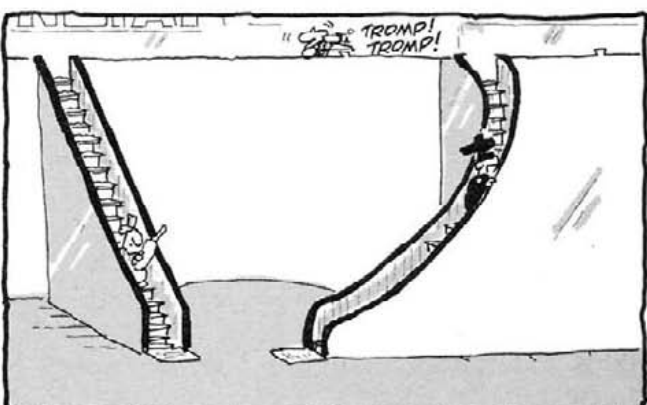
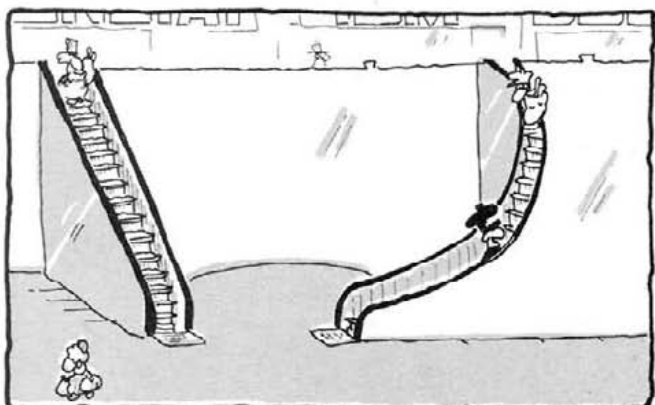
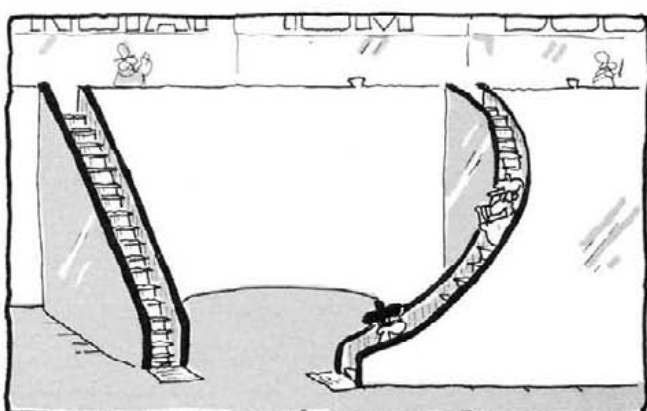
ARTIST AND W



OUT AT TALL

DUCK EDWING





Years ago, there was a classic television show called "The Time Tunnel." It was the story of a scientist whose experiment went awry, causing him to tumble uncontrollably from one time period to another. It was done in such a way that it made viewers truly believe time travel might be possible. Now there is a "new" show about a scientist who, trapped in a time warp, gets catapulted from year to year. Only this guy doesn't stay in his own body! He's been a lab chimp and a beauty contestant! And he talks to some weirdo no one else can see! Well, we've seen many of these episodes, and we don't understand them. To us they're a...

QUANDARY HEAP

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm Doctor **Dam Rocket**, a scientist! I was working on a **top-secret government project** that would **save tons of money** by letting people **leap through time!** It was to be used on the **first day** of an **employee's vacation**. Within **seconds** that person would **leap** to the **final day** of their vacation, thereby **cutting** a two week vacation down to **thirty minutes, tops!** But the experiment went **haywire** and now I find myself **leaping from one time to another!** Sometimes I'm on TV on **Wednesday night**, sometimes **Friday**, sometimes **every night** of the week! It drives me and the viewers nuts!

I'm **Growl**, a **dirty old hologram!** I give Dam advice and info from my handheld computer, **lcky!** Even though I'm a **hologram**, only Dam can **see me!** Why can **only Dam** see me when normally **anyone** can see a hologram? Listen, if you buy the **time travel part**, we figure you won't **question** the **hologram nonsense** either! It's like "a thousand points of light"! Nobody questioned that bit of **bogus baloney!**



There's that brilliant flash of light and the strobe effect which means I'm leaping to a new location!

Nope! That brilliant flash of light and strobe effect is the light bouncing off one of my glitzy, tacky outfits! But Icky says get set for Character Number One of the "New Life of the Week Club," because you're about to blast off!

I can see by looking in the rear-view mirror of this car that I'm a cop! Thank God I've never leaped into a situation where there wasn't a mirror handy!

Icky says you stopped this car for speeding! And darn, you stopped a real macho Hollywood celebrity!

Sylvester Stallone? Clint Eastwood? Arnold Schwarzenegger? I'm so excited!

Take that, darling!



I'm seeing stars and flashing lights! I must be getting ready to leap again!

No, that's still the effects from that shot Zsa Zsa gave you! That old Hungarian broad can really pack a wallop!



This leaping around can be good and bad! It's good because I take winning lottery numbers and leap back in time to play them! The bad news is, I have over eight million dollars in winnings, but no way to get my checks! I'm never in one place long enough to receive mail!



Darn, you're still a cop and now you're in Los Angeles!

Wow! I know someone who wishes Icky could quickly change their life!

You mean that poor motorist the cops are beating up?

No, I mean L.A. police commissioner Darryl Gates! He'll never recover from this brutality incident!



I can't wait for the day when I leap back to the 1940's. I need a new car and I should be able to buy one for about \$2,000 back then!





It's **too dark** to see my reflection in a **mirror**, Growl. Tell me something about my **new life**!

What's your reaction to a **strong, muscular guy** with a **tattoo** and a **rugged beard**?

I like that image a lot!

Good! Because that describes the **man** you're going to **marry**!



Why would I want to **marry** a **strong muscular guy**?

Because you're a **beautiful blonde** with **big hooters**!

Okay, I'm kidding! You're a **fair looking blonde** with **medium hooters**! Geez, pay a guy a **compliment** and he **complains**!

Get outta here!



Sorry, I just can't go through with this!

Baby, don't start that **routine** again! I've held up my **end** of the **bargain**! I haven't laid a **finger** on you yet!

You lay a **finger** on me, and I'll lay a **finger** on you! Get the **picture**?

Do I??? I love that kind of **tough talk**! You're turning me on!



There's something a little **different** about you tonight, Petunia. I never remember you **wearing Brut** before!

Let's leave this place! I'm **tired** of dancing!

You should be! You've been **leading** all night! What do you say we take the **car** up to **lover's lane**?

Great idea! It will give me a chance to **change** the **oil** and **rotate** the **tires**!



Every time I **leap** into a new life, it's to **right** a **wrong**. What am I doing in this life?

Icky says you've got to **marry** this guy or he's gonna die!

If I marry this guy and he **touches** me, he's **STILL** gonna die! Because I'm going to **kill** him!



I'm **sorry**, Dam. Icky says you **have** to marry this guy before he'll let you **leap** into a new life.

How will my **marrying** him prevent him from **dying**??

Icky isn't very clear on that!

I've never seen a **dumber computer**! It knows **everything** until the **writers** of the series can't think of a **plot twist**. Then suddenly, "Icky isn't very clear on that!"

Suppose I do marry this guy! Ask Icky what am I supposed to do on my wedding night!!!

Dam, you need a computer to tell you that? What kind of a doctor are you? Don't you remember the "train in the tunnel" bit?



Is there anyone here who knows why these two should not be joined in matrimony?

You're the bride! You can't object!

Yes, I do!

Hey, it was worth a try!



You may kiss the bride!

Please, no! I have a headache!

I know married women use that excuse a lot, but during the ceremony?! That must be a first!



Are you coming to bed, precious?

Soon, dear. I want to make tonight special for you!

What are you doing in there?

Installing a drop ceiling and indirect lighting! I'll be out in a few days!



Petunia, you gotta give me a divorce!

Just like a man! I gave you the four best days of my womanhood and you want out!

In four days of marriage, I expected more than just a handshake!

You mean to tell me the arm wrestling meant nothing to you! You're breaking my heart!



I don't know if I can divorce you, Bruno! I have to ask Icky!

Icky? You got a guy on the side?

Icky's a computer!

Wow! Computers are everywhere! Now they're even giving lovers advice! Dr. Ruth's career is over!



Icky says you can divorce Bruno! You did your deed! By keeping Bruno away from his job these past four days, you prevented him from being killed!

Killed! What kind of job does Bruno have? C.I.A. agent? Undercover cop? Mafia informer?

No, Bruno's a shepherd! You saved him from being trampled by his sheep in a freak stampede!

I think Icky's computer memory is suffering from a bad virus! Let's move on!



This being whisked around in time causes incredible problems! Yesterday my landlord called and wanted to know why my last three rent checks were dated 1976, 1987, and 1958! I never know what year it is!

Boy, the skies are getting crowded with all these Time Travelers!



Don't panic because it's dark, Dam. You're in a movie theatre in Sarasota, Florida.

Sarasota? Oh no! Who am I?

You're Pee Wee—

Oh God, no! Get me out of here!



I've applied for a mortgage but I'm not having any luck establishing credit! In two years, I've had 104 different jobs and 99 different addresses...not to mention three different skin colors!



Hmm. I see I'm a doctor! I can tell by all the degrees on the wall and this list of inflated prices I charge all my patients!

Doctor, I hurt my funny bone! This is my funny bone, isn't it, doctor?

No, Kaputnik, you don't have a funny bone in your entire body!!!

Dam, Icky's gone berserk! Now we're both being transformed into characters from MAD Magazine! Let's both leap out of here—and fast!



Where to now?

Look, I've been on a ranch, in a wrestling ring, even in the circus! But there's one place I've never been: on a hit TV show in a good time slot!

Sorry Dam. Icky says that given our cockamamie premise, rickety plots and confusing story lines, it's scientifically impossible!



NEW CABINET-LEVEL DEPARTMENTS

ARTIST: GEORGE WOODBRIDGE

We'd Like to See

WRITER: DAN BIRTCHER



U.S. DEPT. OF LIES, DENIALS & EVASIONS

Day in, day out, everyone from the President on down must look Truth in the eye and kill it without flinching. Not all do it well; time-consuming scandals result. This department would let the experts do it cleanly for all. Everyone would feel better, never knowing a scandal had occurred, and our officials could get on with more important tasks, like self-aggrandizement.

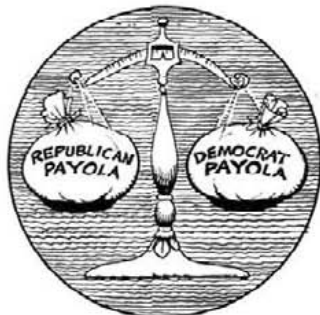
Suggested First Secretary: Joe Isuzu



U.S. DEPT. OF TREASURY RAIDERS

These days, if you want to rip off the government, you must first pick a place to start. The Pentagon? HUD? An S&L? The IRS? You spend so much time and energy deciding, you've got to steal twice as much as you planned just to break even! This department would allow for one-stop thievery, with the savings passed on to the taxpayers, more or less.

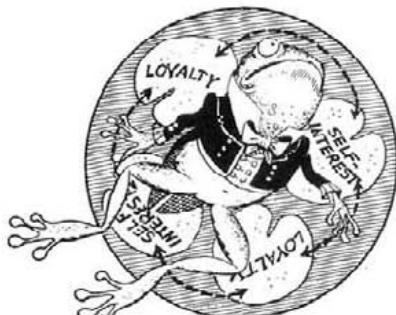
Suggested First Secretary: Charles Keating



U.S. DEPT. OF PAYOLA

So much anger among elected officials in Washington comes not from political clashes but from the general suspicion that the graft is being unequally distributed. This department would guarantee equity among our leaders, with better, friendlier government the result. It would also be a handy clearinghouse for those who don't know exactly who to bribe for what, thereby reducing needless palm greasing.

Suggested First Secretary: Former Senator Jim Wright



U.S. DEPT. OF JOB HOPPING

With more and more officials moving faster between government jobs, and into jobs in the industries they've become cozy with while still in government—and then back again!—this department is desperately needed. It's the only way to keep track of them all on radar, lest a mid-career collision occur! Once this department is operational, you'll never have to wonder, "Is he acting as White House aide or lobbyist for Japan?"

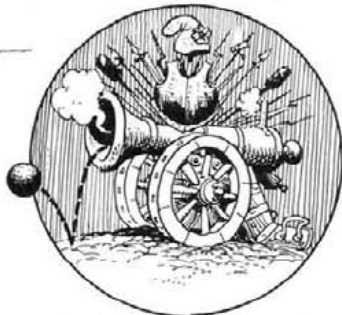
Suggested First Secretary: Mike "I Was Drunk" Deaver



U.S. DEPT. OF INACTIVITY

Throughout our government, lazy, do-nothing people in critical positions are mucking things up. Why not give them their own department where they can hang out, play cards and sleep. They'd more than earn their pay just by being out of the way of those few rude civil servants who actually want to work.

Suggested First Secretary: (your Congressman's name here)



U.S. DEPT. OF NON-WAR WARS

The ideal place to juggle the token effort War on Poverty with the lip service War on Energy Dependence and the non-existent War on Drugs. In its spare time this department could also plan for future non-wars so we are never again caught unready not to jump into action. If it works, maybe we could start a Dept. of Non-Justice Justice. Come to think of it, we may already have!

Suggested First Secretary: Nancy "Just Say No" Reagan

**WHAT
YO-YO LIKE
ACTIVITY
HAS ITS
PAINFUL UPS
AND DOWNS?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

To some it's thrilling, to others it's chilling! To find out what it is, simply fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A ▶

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



**ONE THING IS CERTAIN. IF YOU LIKE TO HAVE YOUR
ENTIRE BODY JOLTED, THEN YOU'LL MOST SURELY CON-
SIDER THIS YO-YO LIKE ACTIVITY FUN. IN
OUR OPINION, THOUGH, THE EXPERIENCE IS CRUMMY**

A ▶

◀ B

GO

GEEK'S QUARTERLY

BAD SINUSES, BAD POSTURE, BAD BREATH

Your Calling Card
To Success

Scotch Tape
*You Can Use It On Your
Eyeglasses Even If They
Aren't Broken*

Out Past 9 P.M.
On A Saturday Night!
*The True Story Of An
Amazing Rebel*

**Our Illustrated Step-By-Step
Guide To Public Wedgie Removal**

**Celebrating
Geek Pride Day
Sensibly**

**Health: Using Yoga
to Control Your
Drooling Problem**

Steve Urkel

Geek God

A MAD
FAKE-OUT
MAGAZINE
COVER